

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2063)

901

MBA 4th Semester Examination

Rural Marketing

MM-04

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. Each question carries equal marks.

1. Rural marketing means marketing to the rural mindsets not to the rural markets and rural marketer is the carrier of developmental messages to less informed rural population rather than a mere distributor. In light of this statement, explain the nature and different aspects of rural marketing. (12)

OR

2. Suppose you want to purchase a motor cycle for your routine work/job. What factors/points you will , consider before making final purchase that can affect your decision and what will be your process for this purchase? (12)
3. Elaborate the product and pricing strategies with suitable examples followed by consumer durable companies in rural markets. (12)

901/280

[P.T.O.]

2

901

OR

4. Explain how fertilizers can be marketed citing examples from the Indian industry? **(12)**
5. Discuss the concepts of marketable surplus and marketed surplus and factors affecting marketable surplus. Is marketable surplus price-sensitive? **(12)**

OR

6. With the help of examples, describe the role of marketing agencies in agricultural produce marketing in India.
7. Write notes on:
- (a) Warehousing
- (b) State Trading Corporation of India **(12)**

OR

8. Discuss the factors that influence agricultural prices and also explain the important features of an ideal agricultural pricing policy. **(12)**
9. "Agri-Production is not an issue in India but marketing infrastructure demoralizes the producers". Do you agree with this statement? Justify your answer either of the case. **(12)**

OR

10. What is cooperative marketing? Explain the needs and objectives of cooperative marketing by taking suitable examples. **(12)**